

Order / Rev: 204714
 Alt Order #: 06849150
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: POL/DSCC IE
 Product Desc: 10/9-10/15 D.S.C.C. IE
 Estimate:

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WAVY	10/15/12	10/15/12	Today Show 3 Today Show 3	CM	10a-11a	M-----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$400.00		0.00						
E 15	WAVY	10/09/12	10/12/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	-TWTF--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	1		\$300.00		0.00						
E 16	WAVY	10/15/12	10/15/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	M-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$300.00		0.00						
E 17	WAVY	10/09/12	10/12/12	WAVY News 10 @ 5p News 10 @ 5p	CM	5p-530p	-TWTF--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	1		\$1,500.00		0.00						
E 18	WAVY	10/15/12	10/15/12	WAVY News 10 @ 530p News 10 @ 530p	CM	530p-6p	M-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
530P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$1,500.00		0.00						
E 19	WAVY	10/09/12	10/12/12	WAVY News 10 @ 6p News 10 @ 6p	CM	6p-630p	-TWTF--	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	1		\$2,000.00		0.00						
E 21	WAVY	10/09/12	10/12/12	M-F 7-730p M-F 7-730p	CM	7-730p	-TWTF--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	1		\$1,500.00		0.00						
E 22	WAVY	10/15/12	10/15/12	M-F 730-8p M-F 730-8p	CM	730-8p	M-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$1,500.00		0.00						
E 23	WAVY	10/13/12	10/13/12	Sa 7-8p Sa 7-8p	CM	7p-8p	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
ENTERATINMENT THIS WEEK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$300.00		0.00						
E 24	WAVY	10/14/12	10/14/12	FB Night in Amer Pre Ga FB Night in Amer Pre Game	CM	FB Night in Amer F	-----S	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
FOOTBALL NIGHT IN AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$1,800.00		0.00						
E 25	WAVY	10/15/12	10/15/12	LN M-F M-F News 10 @ 11	CM	11p-1130p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$2,000.00		0.00						
E 26	WAVY	10/13/12	10/13/12	LN Sa WAVY News 10 @ 11 Sat	CM	11p-1130p	-----S-	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
SATURDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$2,000.00		0.00						
E 27	WAVY	10/14/12	10/14/12		CM	1130-12a	-----S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00

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Estimate: WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sun News 11p (Football)											
				Sun News 11p -- Late											
SUNDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1			\$2,000.00			0.00			
E 28	WAVY	10/09/12	10/12/12	Tonight Show/Jay Leno CM		1134p-1237a	-TWTF--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				Tonight Show w/Leno											
THE TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--		1			\$500.00			0.00			
E 29	WAVY	10/15/12	10/15/12	Tonight Show/Jay Leno CM		1134p-1237a	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				Tonight Show w/Leno											
THE TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----		1			\$500.00			0.00			
E 30	WAVY	10/13/12	10/13/12	SNL	CM	1130p-103a	-----S-	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
				Saturday Night Live											
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1			\$800.00			0.00			
E 31	WAVY	10/13/12	10/13/12	Notre Dame Football	CM	Notre Dame Footb	-----S-	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
				Notre Dame Football											
NOTRE DAME FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1			\$600.00			0.00			
N 32	WAVY	10/13/12	10/13/12	Sat Hour 2	CM	9p-10p	-----S-	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
				Saturday 9-10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1			\$500.00			0.00			
													Totals	31	\$34,400.00